

System and Method for Client-Side Competitive Analysis**ABSTRACT**

A system and method for client-side competitive analysis is presented. When a provider server receives a portal's contribution request, the provider server includes an embedded program along with provider data in a contribution response, and sends the contribution response to the portal. In turn, the portal includes the provider data and the embedded program in a page of data, along with competitive data from other competitors, and sends the page of data to a client. While at the client, the embedded program extracts and processes the competitive data from the page of data. The embedded program may choose to alter the provider data based upon processing the competitive data, or the embedded program may choose to send the competitive data to the provider server for further analysis. In turn, the provider server may send a response to the embedded program to change the provider server's data that is located on the client's page of data.